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your personal invitation to participate...

Canada July 13 - 18

Mexico
October 18 - 25



Expanding trade opportunities is more important than ever Dear Fellow Idahoan: before - new markets for Idaho products and services has and Will continue to be an important component in improving our state's economy. With this is mind, I invite you to participate in Idaho's 2003 trade missions to Canada and Mexico.

Canada and Mexico are long-time trading partners that offer easily accessible borders for Idaho's products and people. Both markets remain stable and viable, presenting unprecedented new business opportunities for Idaho companies.

My goal for these missions is clear: connect Idaho firms, policy makers, and educational leaders with high-level industry and government decision makers in international markets, and create jobs at home by expanding trade and tourism opportunities.

Idaho products and services are known throughout the world for their quality, reliability and price competitiveness. Join us as we exhibit the best Idaho has to offer our trade partners in Canada and Mexico. Sincerely,

DIRK KEMPTHORNE

Governor

Trade Mission Exclusive

Governor Kempthorne will recognize Idaho's Valued Partners during an award ceremony at each business reception. These awards are presented to businesses and organizations for their valued partnerships and contributions to the state of Idaho. Mission participants may nominate two recipients in each city.





"Through the Governor's Valued Partner Award program we were able to publically recognize our Asian Partners, giving us an advantage in a country where relationships are key to business success."

Mark Petersen (above left) **SCP Global Technologies**

Unique **Opportunity**

Who should participate:

- •Idaho firms looking to expand their international business
- •Idaho colleges and universities with international programs
- •Idaho elected officials and policy makers
- •Other organizations with international programs
- Tourism and travel businesses interested in outbound or inbound business development

What you will receive:

- Individual pre-qualified appointments with buyers, distributors, etc., customized to fit your objectives
- Official receptions in each city
- •Commercial briefings in each city
- Detailed mission guide, including market, cultural, political, economic, and travel information
- Comprehensive logistical arrangements, including air travel, hotels, ground transportation, interpreters, daily itinerary, etc.
- Translation of business cards
- Pre-mission briefing with the Governor to introduce him to your company and products
- •In-country assistance from the state
- Some meals provided

Trade missions provide you the opportunity to:

- Access higher levels of business and government
- Introduce customers and business partners to the Governor
- Recognize your key customers in each market by nominating them to receive the exclusive Idaho Governor's Valued Partner Award at a special ceremony
- Strengthen your existing business relationships
- Maximize your media exposure, both overseas and local, with media releases, media conferences, website exposure, and other communication avenues
- •Meet key foreign government and industry officials

Canada A D A

Calgary & Vancouver

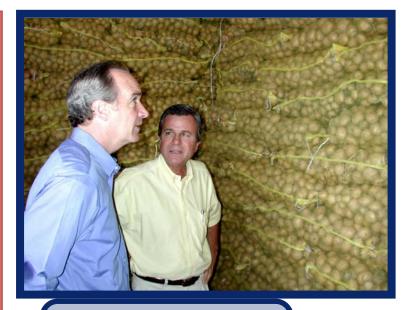
July 13-18, 2003

Registration Deadline: May 23rd

Estimated Costs

Airfare: \$ 576.00 Hotel: \$ 713.00 Participation Fee: \$1,250.00** **Total** \$2,539.00

- **Participation fee for up to two people per company, university or other organization. Please call for fees for additional participants. Airfare and hotel rates subject to availability.
- Participation fee covers appointments, receptions, commercial briefings, ground transportation, one-on-one appointments, and materials.
- Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.



Direct Results

Governor Kempthorne tours a potato warehouse in Los Mochis, Mexico where Idaho companies are selling machinery and handling equipment to growers (May 2001).

"Trade missions help Hansen-Rice not only prepare for entering new international markets, but also expand domestic sales. In 2001, we signed a new contract with an Idaho company who also participated in the mission to Mexico." Riley Hatch

Hansen-Rice, Inc.



Top Executives

Governor Kempthorne highlights Idaho products to top executives of Grupo Bimbo, a large multi-national Mexican company (May 2001).

"The best attribute of Governor-led trade missions is the ability to establish new business relationships. I have seen tremendous value and growth with the contacts I made within Idaho as well as internationally. The assistance provided by state officials in coordinating our business meetings was extremely helpful!"

Rick Kay

Fresca Mexican Foods

Mexico

Mexico City, Guadalajara & Monterrey

Registration

Deadline:

October 18 - 25, 2003

Estimated Costs

Airfare: \$1,050.00

Hotel: \$ 985.00 \\ Participation Fee: \$1,250.00**

Total \$3,285.00

- **Participation fee for up to two people per company, university or other organization. Please call for fees for additional participants. Airfare and hotel rates subject to availability.
- Participation fee covers appointments, receptions, commercial briefings, ground transportation, one-on-one appointments, and materials.
- •Interpreters are available at an additional cost.
- Airfare and hotel prices are subject to change due to space availability and fluctuating exchange rates.

What others are saying...

"If you want to develop business in a foreign country, there is no better way to start than a trade mission with Governor Kempthorne. Foreign sales calls can be difficult. Who should I see? How do I get appointments? Where should I stay? What about transportation and translators and all the little surprises? The State of Idaho has great talent that takes care of the details. Just show up and sell."

Mike Gilmartin Commercial Creamery Co.

"There is no way to match the receptive access given to participants in a governor's trade mission. Trade missions are a perfect example of private business and government working together for the best interests of Idaho's economy."

Duane Grant
Idaho Wheat Commission
Idaho Grain Producers Association

"...trade missions provide an excellent opportunity for Idaho companies to expand their presence, increase sales, and support local jobs. They showcase the best Idaho has to offer and play an important role in attracting new businesses to our community." Shirl Boyce

Boise Metro Economic Development Council

"In addition to establishing new customers, we established valuable business partnerships with other Idaho companies. We have a new product on the market because of the relationship we developed with another Idaho company on the mission."

Jay Theiler Snake River Farms

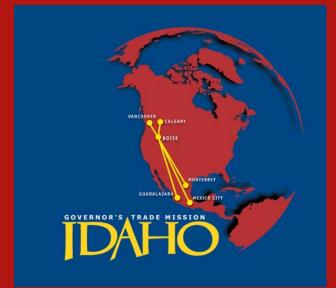
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Groundbreaking for the new Grupo Modelo barley malting facility in Idaho Falls. First contacts for this multi-million dollar project were made during the May 2001 mission to Mexico.



The Governor's participation raises awareness about your company. As part of a trade mission to Canada, Governor Kempthorne spoke to the Canadian press regarding issues important to bilateral trade (May 2000).



For more information please contact:

Stephanie Hunt Idaho Department of Commerce 208-334-2470 (Phone) 208-334-2783 (Fax) shunt@idoc.state.id.us www.idahotrade.com

Laura Johnson Idaho State Department of Agriculture 208-332-8530 (Phone) 208-334-2879 (Fax) Ijohnson@idahoag.us www.idahoag.us/marketing